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ABSTRACT

In 1982, Brookdale Community College (BCC) conducted a community survey to determine whether there were any differences in knowledge, use, or support of BCC within Monmouth County (NJ) by residential areas, household income, or demographic indicators such as age, sex, or ethnicity; and to identify any unmet educational needs in the county. Surveys were mailed to all 195,320 households in the county, and 11,435 responses were received for a return rate of 5.9%. Selected findings included the following: (1) 93.4% of the respondents indicated some knowledge of BCC; (2) 41.3% were very satisfied and 40.1% were satisfied with the college's programs and services; (3) there were no significant differences in attitude toward or knowledge of Brookdale based on residential proximity to the college; (4) middle and higher income respondents were more aware of and satisfied with the college than lower income respondents; (5) while Asian and White respondents tended to be more aware of BCC than Black or Hispanic respondents, White and Black respondents tended to be more satisfied with BCC's services; (6) women respondents were significantly more knowledgeable about BCC and more satisfied with its programs than men; and (7) while respondents in the youngest age category (19 or under) were the most knowledgeable about BCC, they were also the least satisfied age group. The survey instrument is appended. (AYC)

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ED224517

A Survey of Citizens' Views About Brookdale Community College

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Brookdale Community College

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June 4, 1982

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VC 820 565

This report is the culmination of nearly a year's work by the Office of Research and Development and its predecessor, the Office of Research, Evaluation and Planning. A household survey is an ambitious undertaking which necessitates the cooperation of many people. This project received the enthusiastic and able assistance of many people - the Computer Center, the Public Relations and Publications Office, and the Mail Room. In addition, many people spent many hours of hard work on the project's Advisory Committees.

It is hoped that the results of the survey, reported herein, will assist the College in planning its future. The data suggests that the College needs to address the issue of how it communicates to its various publics. The statistics also indicate that Brookdale is well known as an excellent provider of quality educational services.

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INTRODUCTION

The public community college concept has grown in the late 1960's and 1970's to include attention to the educational needs of the community or service area. The concept of service has widened to include more than credit programs. Community colleges, according to the American Association of Community and Junior Colleges, should be "community based" and "performance oriented." Brookdale Community College, established in 1969, has matured during this period of widening of the community college mission. As Brookdale enters the 1980's the institutional community has acknowledged a need to test its assumptions as to what its wider community actually needs.

In fact, in 1982 Brookdale is taking a comprehensive look at itself and its community. A new President has formed two task forces to study the institution's mission and goals. Surveys have been or will be administered to every conceivable special interest population in the sponsorship area, Monmouth County. The College staff fully realizes that it needs to be sure about its direction because tough financial choices are ahead. State assistance has peaked; county aid is limited by a cap law; and student tuition is already among the highest in the country.

The commitment to look at itself is especially surprising because of the success of the institution. The almost 12,000 students fill to capacity the main campus, a branch learning center and fifteen extension sites. The campus is reasonably well maintained and employees, in a recent survey, indicated overwhelming satisfaction with their work environment.

Problems do exist, however. The main campus is isolated from major transportation arteries. Several degree programs have been suffering from a steady dip in enrollment. New programs have been scarce; only two degree programs in the last seven years.

Consequently, in an age of success Brookdale has chosen to examine itself and its community, in an attempt to determine how it can best provide educational services to Monmouth County in the 1980's.

The problem of communicating with Monmouth County has been a significant one for Brookdale. The county has over 500,000 residents living in 195,000 households in over 50 towns in communities which range from posh shore front enclaves to desperate blighted ghettos. It is imperative that the College learn, for the first time, the loci of knowledge about the College, support for the College programs and public ideas regarding programmatic development in the 1980's. Specifically, the College needed to know the answers to the following research questions.

1. Are there differences in knowledge of and support for Brookdale by resident areas? Do people residing nearer the campus have more positive perceptions of the College?
2. Are there differences in knowledge of and support for Brookdale by household income? Does the College receive its greatest support from middle income households?
3. Are there differences in knowledge of and support for Brookdale by such demographic indicators as age, sex and ethnicity? Are ethnic minorities supportive of Brookdale?
4. Are there educational needs which the College has not yet identified?

Obtaining answers to the above questions would enable Brookdale to focus its political and programmatic efforts so as to maximize community support and utilization.

In addition, the College was desirous of finding out, in a systematic way, what possible new programs and services the various publics, described in the questions above, are interested. By attempting to arrive at the answers to its questions through a household survey, the College also hoped to further educate the public as to its programs and services and to reap modest public relations benefits.

Many members of the Brookdale community believed they had an accurate perception of the College's place in Monmouth County. In fact, new programs and services in the credit and non-credit areas had been based on the assumption by by key administrators that they understood how the community felt about the College and what the community needed in educational programming. Yet, regardless of current staff assumptions, Brookdale wanted to investigate the awareness and use of its programs and services, the extent to which they met the needs of the community and the existence of any unmet needs.

Brookdale has had four previous community needs assessments. The first was performed by the General Learning Corporation in 1968. The corporation first interviewed a cross section of the community (county planning board, chambers of commerce, school district superintendents, secondary school counselors, high school students, citizen advisory committees) to determine citizen responsiveness to the concept of a community college. The interviews were also designed to ascertain the attitudes, characteristics, interests and aspirations of the Monmouth County public. The Corporation next conducted an extensive review of available demographic data to determine the population's profile in terms

of occupations, socio-economic distribution, ethnicity, mobility, labor force, educational background, and cultural needs. An attempt was made, in analyzing the above information, to determine future community needs.

The second assessment, also conducted by the General Learning Corporation, was done in 1969. As part of the preplanning process for the College the Corporation conducted interviews with executives of the one hundred principal companies in Monmouth County.

The third needs assessment was conducted by a local survey research firm, Don White Inc., in 1975. The purpose of this study was to provide Brookdale with current facts, based upon a survey of a carefully selected cross section sample of people twenty years of age and over who were residents of Monmouth County.

A fourth study was conducted, in cooperation with the College Board in 1980. This report presented the findings of a survey of adults and employers. The survey was supported in part by the Fund for the Improvement of Postsecondary Education through a grant awarded to the College Board.

In addition to the above mentioned reports, studies of and by the College have advocated close attention to community needs. The General Learning Corporation, in its Phase One Preplanning Document, advocated that needs assessment studies should be conducted by the College if it is to be responsive to the needs of Monmouth County. The General Learning Corporation, in its Phase Two Preplanning Document, stated that Brookdale Community College should attempt to be relevant to the problems that citizens must face. 1972 Evaluation Report of Brookdale

Community College for The Commission on Higher Education of the Middle States Association of Colleges and Secondary Schools stated that the College should obtain up-to-date information regarding the community on a periodic basis. In the 1979 Evaluation Report of Brookdale Community College for the same Commission on Higher Education of the Middle States Association of Colleges and Schools, the evaluation team recommended that the College conduct an educational needs assessment of its service area. In its 1981 Institutional Master Plan the College stated that planning includes the assessment of needs in the community.

Brookdale Community College may utilize the information gathered as a result of this study as follows:

1. The identification of problems for the purpose of future research and planning.

2. The development of statistical data for writing proposals for new projects.

3. The fostering of support for and involvement of the College among the identified subpopulations of Monmouth County.

4. Assessing the image of the College.

An in-mail survey of the citizens of Monmouth County was conducted. The in-mail technique has several advantages and disadvantages. The advantages are as follows:

1. Substantially all citizens are, to some extent, accessible by mail.

2. The Postal Service is a reliable way of getting survey instruments to citizens.

3. Mail surveys generally produce honest, anonymous responses.

4. Mail surveys have low personnel costs, low per-subject costs and are insensitive to the geographical dispersions of respondents.

5. Mail surveys are easy to administer.

The potential disadvantages of the mail survey methodology are as follows:

1. Lack of control over selection of actual respondents may cause a non-heterogeneous sample.

2. Questionnaire design may not allow for complex and open ended questions.

3. Questionnaire design may create confusion and non-response on some items.

4. Response time table may be drawn-out and slower than planned.

5. Open ended questions, if included, provide troublesome coding problems.

Brookdale was committed to the mail survey methodology because of its historic reliance on mass mailing. Dillman, an expert on mail survey techniques has asserted that an average response of 3 percent to 3.5 percent can be expected with a mailing of the proposed size. The survey received a response of almost 6 percent. Furthermore, the College believed that the survey itself was a source of education and positive public relations among the community.

BASIC ASSUMPTIONS

The survey was taken based on several assumptions regarding not only the potential respondents but also regarding the survey design and administration. It was assumed that the postal patrons who received the mail survey would be as heterogeneous as the entire Monmouth County population. It was not assumed that the respondents would be as heterogeneous as Monmouth County's entire population. Past practice has indicated that middle income and upper income individuals tend to complete mail questionnaires in proportionally greater numbers.

In regards to questionnaire design, it was assumed that the survey instrument which was designed was easy to understand and complete. It was further assumed that the wording, sequence and print, and lay-out of the survey were not sources of bias in the potential sample.

Once keypunched, the data from the returned surveys were analyzed using SPSS. Beyond looking at the total responses for each question, differences in response to the questions were analyzed by demographic subpopulations. Using SPSS, responses were compared by age, sex, income, residence and ethnicity.

It was anticipated that the respondents would constitute a random sample. The College did not attempt to produce a systematic or stratified random sample. However, the respondents were compared to available 1970 and 1980 census data on Monmouth County to determine if the respondents were as heterogeneous as the entire County.

For the purpose of treating the data, it will be assumed that knowledge of and support for Brookdale does not vary among Monmouth County residents by age, sex, income, ethnicity and residence. The study sought to prove a series of alternative hypotheses, that knowledge of and support for Brookdale does vary by the demographic indicators

mentioned above. The study attempted to achieve a level of significance of .05 and two non-parametric Chi Square tests, test of independence and goodness of fit, were used to calculate the significance.

DEFINITION OF TERMS

Below are definitions of important terms which have been used elsewhere in this research proposal and will be prevalent in the proposed survey instrument.

Age. A measure by Census subpopulations of 19 or under; 20 to 24; 25 to 39; 40 to 59; and 60 and over.

Community. A geographical area with functional territorial boundaries. For the purpose of this proposal, Monmouth County, New Jersey, a legal political entity.

Educational Program. An offering of Brookdale including, but not limited to, the following: job training and upgrading, non-credit courses, transfer courses, and developmental courses.

Income. A measure by Census subpopulations of less than $15,000; 15,000 to 24,999; 25,000 to 49,999; and 50,000 and above.

Needs. Gaps between some existing state and some ideal or desired state. For the purpose of this proposal, those which can be satisfied through a learning experience.

Needs Assessment. The process of determining what needs exist. For the purpose of this proposal, a survey of citizens of Monmouth County.

Race/Ethnicity. Census subpopulation measures of Asian or Pacific Islander, Black, Hispanic, White or Other.

Resident. For the purpose of this study any one resident at one of the 195,000 postal addresses of Monmouth County.

Service. An offering of Brookdale including, but not limited to, non-credit programs, athletic facilities, career service, assessment and testing, Women's Center, cultural events, services for the aging, student activities, library and learning resources and meeting rooms.

Sex. Census subpopulation measures of male head of household, female head of household, male other than head of household and female other than head of household.

DATA RESULTS FROM THE STUDY

Demographics of the Respondents

The survey was mailed to every household in Monmouth County during the Winter 1982 term. A copy of the survey instrument is included in the practicum as Appendix B. A total of 11, 435 responses were received. This total constituted 5.9 percent of the surveyed population of 195,320 households. The response was significantly better than the anticipated 3 to 3.5 percent.

Table 1 contains the various comparisons of the respondent population, the Brookdale enrollment and the 1980 Census. The survey respondents more closely approximated the Brookdale enrollment in terms of ethnicity. Neither the College's current programs nor the survey have been able to attract an extensive minority response.

The survey respondents were an older population than actually exists in Monmouth County or at Brookdale. This fact is not surprising, given the assumption that the survey would most often be completed by adults.

The survey population's sex distribution more closely approximated Brookdale's enrollment than the Census data. The significant female response is understandable given Brookdale's traditional appeal to this population.

Unfortunately, 1980 Census data on income has not yet become available on a county or municipal basis. Comparisons of the survey income distributions to 1970 data would be meaningless because of the significant inflation over the past decade. Still, most of the respondents were from upper and middle income households earning more than $15,000, a clientele that usually completes mail surveys.

Residence information has been included in Table 2. Zip code information gave the College the best method for determining residential differences in attitudes. There was no corresponding Census or College enrollment data.

As identified on page 3, earlier, the lack of control over selection of actual respondents may have tended to create a more homogeneous sample than the College had hoped for. Still, the tremendous level of response, in addition to the educational value of the mailing to every household, has made the project a valuable research project for Brookdale.

A summary of the results of the survey has been included later in this report.

Knowledge of and support for the College was measured by responses to survey questions, A, E and H:

A. Have you heard about, or attended, or used services of Brookdale Community College?

E. If you have used any of the services or courses listed above, how well satisfied were you?

H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?

Significance of Residence

The first research question dealt with the question of knowledge of and support for Brookdale by residential areas. Response to the survey was received from all geographical sections of Monmouth County. Concentrations of response were appropriate considering population density.

Of the 10,699 respondents who indicated their place of residence, 93.4 percent indicated a knowledge of Brookdale, the exact same percentage as indicated by the entire sample of 11, 435. There were no statistically significant differences among residential areas in terms of knowledge of the College.

A high degree of satisfaction with the College programs and services was also voiced by survey respondents. The residential respondent percentages of very satisfied (41.3), satisfied (40.1), neutral (5.7), dissatisfied (2.5) and no opinion (10.5) were the exact same percentages as reported by the entire sample.

There were no statistically significant differences to the responses to the "satisfaction" question when it was analyzed by residential locations.

The responses to the "Other Needs" question were similar to the above two reported results. The residential percentages responding Yes (15.8), No (19.5) and Don't Know (64.7) were identical to the percentages for the entire sample. In addition, there were no statistically different responses between residential areas.

Consequently, the answer to the first research question is that there are no significant differences in attitude toward or knowledge of Brookdale between people living nearby or further away from the campus.

Significance of Income

The second research question dealt with the question of knowledge of and support for Brookdale by level of personal income. As the data in Table 3 indicated, level of income was a factor in knowledge of the College. The College was reported to be more well known among middle and higher income respondents than any other income category. It was less well known among low income respondents.

The information in Table 3 seemed to indicate that middle and higher income respondents were more satisfied with the College than were lower income respondents.

The data in Table 3 indicated that lower income individuals found more fault with the College than middle and upper income respondents.

Consequently, the answer to the research question is that there were reported differences in knowledge of and support for Brookdale. Middle and upper income respondents were reportedly more supportive of the College.

Significance of Ethnicity

The third set of research questions dealt with the question of knowledge of and support for Brookdale by the demographic measures of race, sex and age. This section reports survey results by race.

The data in Table 4 indicate a statistically significant difference in knowledge of Brookdale by ethnic category. Asians and Whites possess a statistically significant higher percentage of knowledge about programs and services than do Blacks and Hispanics.

The data in Table 4 indicate a statistically significant difference in satisfaction with Brookdale among ethnic categories. A higher percentage of Whites and Blacks had expressed they were "very satisfied" than Asians or Hispanics.

There were no significant differences among racial categories in terms of perceptions, needs being met or not met by Brookdale. Yet, all in all, the answer to the research question, in terms of race, is that there were reported differences in knowledge of and support for Brookdale.

Significance of Sex

The second demographic category mentioned in the research question was sex.

The information in Table 5 indicates that women respondents were statistically more knowledgeable about Brookdale than men. Data in Table 5 indicate that women respondents were also more satisfied with Brookdale

than were men. There were no significant statistical differences between females and males regarding community needs.

The answer to the research question is that there were reported statistically significant differences in knowledge of and support for Brookdale by sex category.

Significance of Age

The last demographic category of concern in the research question was age. Table 6 indicates that there was a reported statistically significant difference in knowledge of Brookdale by age. The youngest category knew significantly more and the oldest category knew significantly less than the entire sample.

The data in Table 6 seem to indicate a statistically significant difference in reported levels of satisfaction with Brookdale. More senior respondents responded more favorably than all other age categories. The youngest category responded least favorably.

The data in Table 6 seem to indicate that there was a statistically significant difference in the respondents opinion of whether or not Brookdale is adequately meeting community needs. The middle age respondents appeared to have been significantly more satisfied with the College's current efforts.

The answer to the research question is that there were reported differences in knowledge of and support for Brookdale by age categories.

TABLE 1

DEMOGRAPHIC COMPARISONS

RACIAL/ETHNIC COMPARISONS

Category	1980 Census	1981 Fall Term	1982 Survey
White	89.3	94.6	93.5
Black	8.5	3.7	3.8
Other	2.2	1.7	2.7
	100.0	100.0	100.0

AGE COMPARISON

Category	1980 Census	1981 Fall Term	1982 Survey
19 or under	32.6	37.1	2.9
20 to 24	7.8	28.5	9.0
25 to 39	21.3	24.1	42.5
40 to 59	22.4	7.8	34.2
60 and over	15.9	2.5	11.4
	100.0	100.0	100.0

SEX COMPARISONS

Category	1980 Census	1981 Fall Term	1982 Survey
Male	47.7	41.1	35.7
Female	52.3	58.9	64.3
	100.0	100.0	100.0

TABLE 2

RESPONDENTS BY ZIP CODE

MONMOUTH COUNTY

TOWN	ZIP CODE	NUMBER	SURVEY %
Adelphia	07710	8	0.1
Allenhurst	07711	61	0.6
Allenwood	08720	1	0.0
Asbury Park	07712	684	6.4
Atlantic Highlands	07716	175	1.6
Avon By The Sea	07717	54	0.5
Belford	07718	127	1.2
Belmar/Wall	07719	423	4.0
Bradley Beach	07720	104	0.9
Brielle	08730	2	0.0
Cliffwood	07721	27	0.3
Colts Neck	07722	241	2.3
Deal	07723	51	0.5
Eatontown	07724	536	5.0
Englishtown	07726	431	4.0
Farmingdale	07727	110	1.0
Fort Monmouth	07703	31	0.3
Freehold	07728	638	6.0
Hazlet	07730	324	3.0
Highlands	07732	101	0.9
Holmdel	07733	263	2.5
Howell	07731	270	2.5

1982 COMMUNITY NEEDS SURVEY
RESPONDENTS BY ZIP CODE
MONMOUTH (continued)
Page 2

TOWN	ZIP CODE	NUMBER	SURVEY %
Keansburg	07734	276	2.6
Keyport/Union Beach/Cliffwood Beach	07735	276	2.6
Leonardo	07737	100	0.9
Lincroft	07738	257	2.4
Little Silver	07739	211	2.0
Long Branch/Elberon/West End	07740	567	5.3
Manasquan	08736	8	0.1
Marlboro	07746	177	1.7
Matawan	07747	550	5.1
Middletown/New Monmouth	07748	519	4.9
Monmouth Beach	07750	97	0.9
Morganville	07751	190	1.8
Navesink	07752	26	0.2
Neptune/City	07753	627	5.9
Oakhurst	07755	185	1.7
Ocean Grove	07756	122	1.1
Oceanport	07757	117	1.1
Port Monmouth	07758	82	0.8
Red Bank/Fair Haven/Shrewsbury	07701	838	7.8
Rumson/Sea Bright	07760	341	3.2
Sea Girt	08750	7	0.1
Spring Lake/Heights	07762	231	2.1
Tennent	07763	7	0.1
Tinton Falls	07724	536	5.0

1982 COMMUNITY NEEDS SURVEY
RESPONDENTS BY ZIP CODE
MONMOUTH (continued)
Page 3

TOWN	ZIP CODE	NUMBER	SURVEY %
West Long Branch	07764	183	1.7
Wickatunk	07765	9	0.1
OTHER		16	0.0
TOTAL		10695	100.0

TABLE 3

CITIZEN SURVEY
INCOME CATEGORY

Question	Income Category: Less Than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 Up
A. Have you heard about, or attended, or used services of BCC?				
Yes	1453 (88.7)	2414 (93.8)	4472 (94.1)	1832 (95.3)
No	186 (11.3)	160 (6.2)	277 (5.8)	90 (4.7)
B. Which of the following Brookdale educational programs have you heard about or used?				
Job training and upgrading programs	495	817	1570	650
Courses (with no credit) and services of a recreational, leisure, and cultural nature	648	1215	2605	1206
First two years of 4-year college program	904	1533	3037	1149
Courses to improve reading, writing and math skills	493	704	1333	493
Special English courses for students not native to the United States	194	270	561	238
None of the above	285	320	505	212
C. Did you know that Brookdale offers the following kinds of courses?				
Evening courses	1403	2349	4409	1792
Weekend courses	1007	1698	3121	1229

CITIZEN SURVEY - INCOME CATEGORY
Page 2

Question	Income Category: Less Than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 Up
C. Continued				
Day courses	1409	2341	4412	1797
Television courses	633	1112	2111	842
Radio courses	578	965	1734	716
Newspaper courses	473	763	1359	559
Off-campus courses	791	1337	2400	908
None of the above	112	92	148	49
D. Which of the following services of Brookdale, available to the entire Monmouth County community have you used?				
Community Services (not for credit) programs	253	553	1121	622
Athletic facilities	171	298	660	317
Career Services and job placement	245	316	482	207
Assessment and testing	223	256	497	190
Women's Center programs for women (counseling, career services)	148	232	503	296
Cultural events (play, exhibits, etc.)	418	875	1634	815
Services/resources for the aging and retired	52	52	69	29
Student activities (trips, films, etc.)	276	383	608	260
Library and learning resources	494	747	1252	493

CITIZEN SURVEY - INCOME CATEGORY
Page 3

Question	Income Category: Less Than $15,000	$15,000 - $24,999	$25,000 $49,999	$50,000 Up
D. Continued				
Meeting rooms	99	144	272	147
Other services	65	80	193	88
None of the above	614	844	1491	517
E. If you have used any of the services or courses listed above, how well satisfied were you?				
Very satisfied	407 (36.6)	739 (39.8)	1405 (41.8)	655 (46.2)
Satisfied	403 (36.2)	745 (40.1)	1414 (42.1)	558 (39.3)
Neutral	89 (8.0)	94 (5.1)	171 (5.1)	79 (5.6)
Dissatisfied	34 (3.1)	44 (2.4)	77 (2.3)	28 (2.0)
No opinion	178 (16.0)	235 (12.7)	295 (8.8)	98 (6.9)
F. How have you learned about the courses, programs, services and facilities offered by Brookdale?				
Direct mail to your household	1136	1875	3586	1480
Faculty and staff	243	372	636	294
Students and former students	758	1172	1989	699
Radio	82	121	201	69
Newspapers	444	807	1743	714

CITIZEN SURVEY - INCOME CATEGORY
Page 4

Question	Income Category: Less Than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 Up
F. Continued				
Television	12	25	41	20
Friends and relatives	646	983	1695	675
People you work with	352	681	1135	356
Others	194	193	294	144
G. If you have not taken courses or utilized Brookdale's services, which of the following factors have prevented you from doing so?				
Time	449	738	1424	545
Money	637	563	485	54
Transportation	328	257	237	52
Work	286	468	733	245
Child Care	133	248	426	121
Disability	81	35	25	8
Not interested	99	142	398	208
Attended other college	88	237	552	262
Other	97	160	275	96
H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?				
Yes	272 (18.4)	343 (15.1)	614 (14.6)	276 (16.5)

Question	Income Category: Less Than $15,000	$15,000 - $24,999	$25,000 - $49,999	$50,000 Up
H. Continued				
No	245 (16.6)	468 (20.6)	848 (20.2)	336 (20.1)
Don't Know	962 (65.0)	1457 (64.2)	2734 (65.1)	1058 (63.3)

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TABLE 4

CITIZEN SURVEY
ETHNIC RESPONDENTS

Question	Ethnic Category: Asian or Pacific Islander	Black	Hispanic	White	Other
A. Have you heard about, or attended, or used services of BCC?					
Yes	95 (93.1)	375 (87.8)	94 (88.7)	9783 (93.6)	82 (9.1)
No	7 (6.9)	52 (12.2)	12 (11.3)	669 (6.4)	8 (8.9)
B. Which of the following Brookdale educational programs have you heard about or used?					
Job training and upgrading programs	36	131	25	3411	25
Courses (with no credit) and services of a recreational, leisure, and cultural nature	39	135	36	5559	35
First two years of 4-year college program	54	250	62	6350	50
Courses to improve reading, writing and math skills	37	160	38	2822	28
Special English courses for students not native to the United States	25	54	27	1176	14
None of the above	18	72	18	1246	24
C. Did you know that Brookdale offers the following kinds of courses?					
Evening courses	88	380	88	9567	78
Weekend courses	57	300	68	6746	57

CITIZEN SURVEY - ETHNIC RESPONDENTS
Page 2

Question	Ethnic Category: Asian or Pacific Islander	Black	Hispanic	White	Other
C. Continued					
Day courses	85	365	85	9592	80
Television courses	35	165	40	4541	35
Radio courses	29	135	35	3873	28
Newspaper courses	21	114	25	3056	21
Off-campus courses	39	238	45	5177	49
None of the above	6	26	12	362	10
D. Which of the following services of Brookdale, available to the entire Monmouth County community have you used?					
Community Services (not for credit) programs	13	55	16	2521	16
Athletic facilities	16	60	13	1367	13
Career Services and job placement	12	61	19	1177	11
Assessment and testing	12	58	15	1110	9
Women's Center programs for women (counseling, career services)	9	31	6	1155	6
Cultural events (plays, exhibits, etc.)	23	111	28	3659	25
Services/resources for the aging and retired	2	8	2	202	1
Student activities (trips, films, etc.)	7	61	17	1472	13
Library and learning resources	28	138	32	2849	28

Question	Ethnic Category: Asian or Pacific Islander	Black	Hispanic	White	Other
D. Continued					
Meeting rooms	7	34	13	623	5
Other services	4	14	3	422	2
None of the above	35	143	39	3305	33
E. If you have used any of the services or courses listed above, how well satisfied were you?					
Very satisfied	19 (28.8)	129 (42.0)	21 (27.6)	3105 (41.7)	23 (32.4)
Satisfied	24 (36.4)	107 (34.9)	37 (48.7)	2996 (40.3)	28 (39.4)
Neutral	8 (12.1)	15 (4.9)	5 (6.6)	407 (5.5)	6 (8.5)
Dissatisfied	3 (4.5)	8 (2.6)	2 (2.6)	175 (2.4)	4 (5.6)
No opinion	12 (18.2)	48 (15.6)	11 (14.5)	754 (10.1)	10 (14.1)
F. How have you learned about the courses, programs, services and facilities offered by Brookdale?					
Direct mail to your household	56	277	60	7860	51
Faculty and staff	8	77	16	1481	11
Students and former students	38	222	45	4402	36
Radio	4	29	3	499	2
Newspapers	31	148	21	3573	28

Question	Ethnic Category: Asian or Pacific Islander	Black	Hispanic	White	Other
F. Continued					
Television	1	8	1	92	0
Friends and relatives	42	172	31	3832	38
People you work with	30	155	22	2342	23
Others	7	42	11	776	12
G. If you have not taken courses or utilized Brookdale's services, which of the following factors have prevented you from doing so?					
Time	41	104	26	3030	24
Money	13	129	25	1583	18
Transportation	14	62	19	787	11
Work	27	82	12	1637	19
Child Care	15	34	12	880	8
Disability	2	10	2	135	4
Not interested	7	14	2	855	4
Attended other college	15	38	9	1097	13
Other	8	21	9	591	9
H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?					
Yes	16 (18.2)	69 (17.7)	18 (20.2)	1416 (15.4)	21 (26.3)

Question	Ethnic Category: Asian or Pacific Islander	Black	Hispanic	White	Other
H. Continued					
No	18 (20.5)	62 (15.9)	18 (20.2)	1817 (19.7)	22 (27.5)
Don't know	54 (61.4)	259 (66.4)	53 (59.6)	5971 (64.9)	37 (46.3)

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5/20/82

TABLE 5

CITIZEN SURVEY
SEX CATEGORY

Question	Sex Category: Male Head	Female Head	Male Not Head	Female Not Head	TOTAL MALE	TOTAL FEMALE
A. Have you heard about, or attended, or used services of BCC?						
Yes	3016 (90.4)	2563 (94.1)	579 (92.1)	4207 (95.2)	3595 (90.6)	6770 (94.76)
No	321 (9.6)	161 (5.9)	50 (7.9)	213 (4.8)	371 (9.4)	374 (5.24)
B. Which of the following Brookdale educational programs have you heard about or used?						
Job training and upgrading programs	981	936	177	1504	1158	2440
Courses (with no credit) and services of a recreational, leisure, and cultural nature	1606	1502	218	2430	1824	3932
First two years of 4-year college program	1995	1622	396	2709	2391	4331
Courses to improve reading, writing and math skills	813	807	180	1284	993	2091
Special English courses for students not native to the United States	321	363	53	557	374	920
None of the above	503	316	87	471	590	787
C. Did you know that Brookdale offers the following kinds of courses?						
Evening courses	2972	2487	568	4119	3540	6606
Weekend courses	1978	1786	407	3007	2385	4793

CITIZEN SURVEY - SEX CATEGORY
Page 2

Question	Sex Category: Male Head	Female Head	Male Not Head	Female Not Head	TOTAL MALE	TOTAL FEMALE
C. Continued						
Day courses	2939	2503	560	4146	3499	6649
Television courses	1227	1182	259	2123	1486	3305
Radio courses	1049	994	269	1755	1318	2749
Newspaper courses	802	802	214	1405	1016	2207
Off-campus courses	1485	1367	332	2342	1817	3709
None of the above	183	90	21	120	204	210
D. Which of the following services of Brookdale, available to the entire Monmouth County community have you used?						
Community Services (not for credit) programs	553	722	61	1251	614	1973
Athletic facilities	489	285	161	536	650	821
Career Services and job placement	248	332	113	577	361	909
Assessment and testing	215	301	109	569	324	870
Women's Center programs for women (counseling, career services)	61	417	8	709	69	1126
Cultural events (play, exhibits, etc.)	906	1056	168	1670	1074	2726
Services/resources for the aging and retired	79	61	7	63	172	124
Student activities (trips, films, etc.)	330	387	133	702	463	1089
Library and learning resources	720	722	236	1367	956	1089

CITIZEN SURVEY - SEX CATEGORY
Page 3

Question	Sex Category: Male Head	Female Head	Male Not Head	Female Not Head	TOTAL MALE	TOTAL FEMALE
D. Continued						
Meeting rooms	217	158	41	257	258	415
Other services	136	97	26	176	162	273
None of the above	1336	810	203	1194	1539	2004
E. If you have used any of the services or courses listed above, how well satisfied were you?						
Very satisfied	807 (37.4)	870 (44.0)	137 (30.0)	1450 (43.3)	944 (36.1)	2320 (43.8)
Satisfied	857 (39.7)	761 (39.0)	209 (45.8)	1344 (40.2)	1066 (40.8)	2105 (39.8)
Neutral	136 (6.3)	108 (5.5)	37 (8.1)	167 (5.0)	173 (6.6)	275 (5.2)
Dissatisfied	49 (2.3)	39 (2.0)	13 (2.9)	89 (2.7)	62 (2.4	128 (2.4)
No opinion	310 (14.4)	171 (8.8)	60 (13.2)	295 (8.8)	370 (14.1)	466 (8.8)
F. How have you learned about the courses, programs, services and facilities offered by Brookdale?						
Direct mail to your household	2293	2081	405	3463	2698	5544
Faculty and staff	429	390	128	635	557	1025
Students and former students	1260	1194	325	1932	1585	3126
Radio	168	119	30	165	198	284
Newspapers	1208	887	168	1501	1376	2388

CITIZEN SURVEY - SEX CATEGORY
Page 4

Question	Sex Category: Male Head	Female Head	Male Not Head	Female Not Head	TOTAL MALE	TOTAL FEMALE
F. Continued						
Television	33	22	8	36	41	58
Friends and relatives	1042	1067	243	1728	1285	2795
People you work with	804	727	133	886	937	1613
Others	269	187	84	310	353	497
G. If you have not taken courses or utilized Brookdale's services, which of the following factors have prevented you from doing so?						
Time	1095	798	146	1171	1241	1969
Money	342	610	89	728	431	1338
Transportation	165	311	70	343	235	654
Work	590	473	92	618	682	1091
Child Care	80	308	4	552	84	860
Disability	54	50	17	35	71	85
Not interested	391	186	49	257	440	443
Attended other college	483	224	80	381	563	605
Other	246	135	63	189	309	324
H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?						
Yes	504 (16.9)	381 (15.9)	108 (18.9)	548 (14.2)	612 (17.21)	929 (14.86)

CITIZEN SURVEY - SEX CATEGORY
Page 5

Question	Sex Category: Male Head	Female Head	Male Not Head	Female Not Head	TOTAL MALE	TOTAL FEMALE
H. Continued						
No	547 (18.4)	495 (20.7)	120 (20.7)	767 (19.9)	667 (18.76)	1262 (20.19)
Don't Know	1924 (64.7)	1515 (63.4)	353 (60.8)	2544 (65.9)	2277 (64.03)	4059 (64.94)

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5/25/82

TABLE 6

CITIZEN SURVEY
AGE RESPONDENTS

Question	Age Category				
	19 or Under	20-24	35-39	40-59	60-Over
A. Have you heard about, or attended, or used services of BCC?					
Yes	310 (95.7)	956 (93.8)	4492 (93.4)	3640 (94.2)	1156 (89.3)
No	14 (4.3)	63 (6.2)	318 (6.6)	224 (5.8)	138 (10.7)
B. Which of the following Brookdale educational programs have you heard about or used?					
Job training and upgrading programs	83	250	1565	1417	351
Courses (with no credit) and services of a recreational, leisure, and cultural nature	94	323	2382	2299	765
First two years of 4-year college program	212	711	3001	2312	605
Courses to improve reading, writing and math skills	119	299	1249	1150	315
Special English courses for students not native to the United States	34	103	506	509	102
None of the above	48	131	578	431	212
C. Did you know that Brookdale offers the following kinds of courses?					
Evening courses	293	947	4443	3584	1049
Weekend courses	211	725	3203	2494	680

Question	Age Category 19 or Under	20-24	35-39	40-59	60-Over
C. Continued					
Day courses	291	947	4454	3561	1068
Television courses	145	490	2139	1681	420
Radio courses	142	501	1743	1404	361
Newspaper courses	114	363	1383	1152	270
Off-campus courses	155	586	2490	1924	465
None of the above	10	34	156	136	88
D. Which of the following services of Brookdale, available to the entire Monmouth County community have you used?					
Community Services (not for credit) programs	9	94	994	1219	335
Athletic facilities	64	228	697	452	46
Career Services andjob placement	50	214	558	418	52
Assessment and testing	59	209	522	387	37
Women's Center programs for women (counseling, career services)	6	37	533	574	80
Cultural events (plays, exhibits, etc.)	55	255	1555	1546	469
Services/resources for the aging and retired	3	11	24	49	128
Student activities (trips, films, etc.)	56	255	622	518	134
Library and learning resources	116	483	1399	943	165

Question	Age Category 19 or Under	20-24	35-39	40-59	60-Over
F. Continued					
Television	4	8	50	28	13
Friends and relatives	187	482	1702	1359	416
People you work with	73	262	1185	916	163
Others	76	114	338	254	82
G. If you have not taken courses or utilized Brookdale's services, which of the following factors have prevented you from doing so?					
Time	47	224	1459	1213	316
Money	57	222	889	494	132
Transportation	50	83	301	281	193
Work	29	171	789	664	146
Child Care	3	53	746	148	7
Disability	-	6	24	61	64
Not interested	22	59	293	336	183
Attended other college	43	138	545	350	106
Other	39	56	270	179	109
H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?					
Yes	34 (10.9)	147 (16.1)	684 (16.0)	529 (15.8)	177 (15.9)

Question	Age Category 19 or Under	20-24	35-39	40-59	60-Over
C. Continued					
Meeting rooms	11	58	263	268	89
Other services	20	30	203	140	54
None of the above	126	301	1581	1108	483
E. If you have used any of the services or courses listed above, how well satisfied were you?					
Very satisfied	63 (26.9)	237 (30.9)	1322 (38.6)	1284 (45.5)	422 (52.4)
Satisfied	90 (38.5)	347 (45.3)	1414 (41.3)	1131 (40.1)	245 (30.4)
Neutral	28 (12.0)	67 (8.7)	214 (6.2)	123 (4.4)	23 (2.9)
Dissatisfied	7 (3.0)	25 (3.4)	82 (2.4)	66 (2.3)	15 (1.9)
No opinion	46 (19.7)	88 (11.5)	393 (11.5)	218 (7.7)	100 (12.4)
F. How have you learned about the courses, programs, services and facilities offered by Brookdale?					
Direct mail to your household	204	692	3539	3014	942
Faculty and staff	60	212	693	536	107
Students and former students	208	627	2050	1494	407
Radio	6	38	191	189	67
Newspapers	48	195	1436	1605	557

Question	Age Category				
	19 or Under	20-24	35-39	40-59	60-Over
H. Continued					
No	86 (27.7)	207 (22.6)	857 (20.1)	635 (19.0)	168 (19.0)
Don't know	191 (61.4)	560 (61.2)	2729 (63.9)	2180 (65.2)	770 (69.1)

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CONCLUSIONS AND SIGNIFICANCE

The completion of this practicum project enabled Brookdale Community College to obtain the first comprehensive community attitude measurement since the College's inception in 1968. The data collected from the 11,435 respondents will be utilized in the College's efforts to efficiently prepare for the next decade.

As indicated earlier, in the Introduction, the completion of the survey also was an important central effort in the College's effort at self-examination. The data from the survey has been shared with the faculty Mission and Goals Task Force, the Retention Committee, the Community Needs Project Advisory Committee and the President's Staff.

All of the data have also been shared with appropriate administrative and faculty divisions of the College.

The survey results made three sets of conclusions possible:

1. There are no significant differences reported in attitude toward or support for the College in terms of area of residence among the respondents. This fact has reversed a long held belief by College administrators that people in closer proximity to the Lincroft campus are more supportive of the College.
2. There was great reported support for and knowledge of the College among respondents across demographic categories of age, sex, income and ethnicity. Despite high levels of support, there are several statistically significant differences within the above categories. Specifically, the College should be concerned about the lesser levels of knowledge and support among lower income and minority population respondents.

3. The respondents reaction to suggestions as to new programs was disappointing in terms of numbers of response and quality of the suggestions. Repondents tended to suggest programs inappropriate for a community college, such as Law School, Dental School.

As a result of the data collected and the conclusions just stated, a series of recommendations have been made.

1. Further study is necessary to determine the reasons why low income and minority populations appear to be less knowledgeable and supportive of the College.
2. Because of the tremendous support evident in the data, the College's current efforts to serve the community should be maintained, if not enhanced.
3. The College may wish to consider the development of a marketing plan to address the issue of how best to inform and attract current and new populations. Direct mail, the most frequently cited method of communication, should be evaluated in terms of possible additional utilization.

The completion of this project has been of tremendous importance to Brookdale. A significant body of reliable statistical data on which to base some planning has been acquired. Appropriate College committees, administrators and faculty are currently utilizing the data. Sources of support and knowledge have been identified. The College now knows that its image is highly positive, but could be enhanced among some demographic groups.

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Dear Fellow Citizen:

Brookdale Community College is in its twelfth year of service to our community. During the past decade over 100,000 people in Monmouth County have taken advantage of our College's services and programs. We know, therefore, that we have served a great number of people. We want to be sure, however, that we are offering the services and developing the programs that are of the most value to the citizens of our County.

Thus, the College is conducting a study of its impact on the community. We hope in this way to evaluate the effectiveness of the services we have offered in the past and are providing currently. We also hope to assess the current and future needs of our community so that we can continue to offer needed services and valuable programs.

We need *your* evaluations and suggestions. We are asking you to complete this questionnaire that asks for your reactions to and impressions of Brookdale and of the impact the College has had on you and on those you know. Your responses will be anonymous, but they will also be extremely important. You will be helping the College become a more vital and positive force in Monmouth County.

We appreciate your continuing interest and support, and we thank you for cooperating with us in this significant survey.

Sincerely,

B.A. Barringer, President of the College

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A SURVEY OF CITIZEN'S VIEWS ABOUT BROOKDALE COMMUNITY COLLEGE

DO NOT USE

A. Have you heard about, or attended, or used services of Brookdale Community College?

15___1. ☐ Yes ☐ No 15___2.

B. Which of the following Brookdale educational programs have you heard about or used? Please check all that apply.

16___1. ☐ Job training and upgrading programs
17___2. ☐ Courses (with no credit) and services of a recreational, leisure, & cultural nature
18___3. ☐ First two years of 4-year college program
☐ Courses to improve reading, writing & math skills 19___4.
☐ Special English courses for students not native to the United States 20___5.
☐ None of the above 21___6.

C. Did you know that Brookdale offers the following kinds of courses? Please check all that apply.

22___1. ☐ Evening courses
23___2. ☐ Weekend courses
24___3. ☐ Day courses
25___4. ☐ Television courses
☐ Radio courses 26___5.
☐ Newspaper courses 27___6.
☐ Off-campus courses 28___7.
☐ None of the above 29___8.

D. Which of the following services of Brookdale, available to the entire Monmouth County community, have you used? Please check all that apply

30___A. ☐ Community Services (not for credit) programs
31___B. ☐ Athletic facilities
32___C. ☐ Career Services and job placement
33___D. ☐ Assessment and testing
34___E. ☐ Womens Center programs for women (counseling, career services)
35___F. ☐ Cultural events (plays, exhibits, etc.
☐ Services/resources for the aging & retired 36___G.
☐ Student activities (trips, films, etc.) 37___H.
☐ Library and learning resources 38___I.
☐ Meeting rooms 39___J.
☐ Other services (please specify) 40___K
_____
☐ None of the above 41___L.

E. If you have used any of the services or courses listed above, how well satisfied were you?

42___1. ☐ Very satisfied
42___2. ☐ Satisfied
42___3. ☐ Neutral
☐ Dissatisfied 42___4.
☐ No opinion 42___5.

F. How have you learned about the courses, programs, services and facilities offered by Brookdale? Please check all that apply.

43___1. ☐ Direct mail to your household
44___2. ☐ Faculty and staff
45___3. ☐ Students and former students
46___4. ☐ Radio
47___5. ☐ Newspapers
☐ Television 48___6.
☐ Friends and relatives 49___7.
☐ People you work with 50___8.
☐ Others 51___9.

G. If you have not taken courses or utilized Brookdale's services, which of the following factors have prevented you from doing so? Please check all that apply.

52___1. ☐ Time
53___2. ☐ Money
54___3. ☐ Transportation
55___4. ☐ Work
56___5. ☐ Child care
☐ Disability 57___6.
☐ Not interested 58___7.
☐ Attended other college 59___8.
☐ Other (please explain) 60___9.
_____

H. Are there needs in Monmouth County that you feel Brookdale should be attempting to meet, but is not meeting at the present time?

61___1. ☐ Yes
61___2. ☐ No
☐ Don't know 61___3.

If YES, what are they? _____

_____

I. Please check your age category.

62___1. ☐ 19 or under
62___2. ☐ 20 to 24
62___3. ☐ 25 to 39
☐ 40 to 59 62___4.
☐ 60 and over 62___5.

J. What is your racial/ethnic background?

63___1. ☐ Asian or Pacific Islander
63___2. ☐ Black
63___3. ☐ Hispanic
☐ White 63___4.
☐ Other 63___5

K. What is the annual income for your total household?

64___1. ☐ Less than $15,000
64___2. ☐ $15,000 to $24,999
☐ $25,000 to $49,999 64___3.
☐ $50,000 and above 64___4.

L. Which of the following best describes you?

65___1. ☐ Male head of household
65___2. ☐ Female head of household
☐ Male other than head of household 65___3.
☐ Female other than head of household 65___4.

M. Please give your postal zip code ___ ___ ___ ___ ___ 66-70___

THANK YOU FOR COMPLETING THIS SURVEY. NOW, PLEASE RE-FOLD IT SO THAT THE SIDE THAT SAYS "BUSINESS REPLY MAIL" IS VISIBLE. THEN MOISTEN GLUE STRIP, SEAL, AND IT'S READY TO BE MAILED.

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